

WEBINAR

Meet BreezeTM

The new & improved suite of HubSpot AI tools

October 3, 2024 | 12:00 PM ET



Jennifer Stone

Senior Product Marketing Manager

✦ **Breeze**

Today's ✨ Agenda



Welcome

3 MIN



Setting the Stage for Breeze

7 MIN



Meet Breeze Copilot

20 MIN



Introducing the Breeze Agents

7 MIN



Breeze Trust and Safety

3 MIN



Audience Q&A

10 MIN

✦ Welcome →

3 MIN · Jennifer Stone

***What's something that
you've generated with AI?***

(work or non-work related)



Jennifer Stone
Product Marketing
HubSpot



Lucy Solaski
Product
HubSpot



Crystal King
Customer Education
HubSpot

Setting the stage for ✦ **Breeze** →

7 MIN · Jennifer Stone

At HubSpot, we know that AI adoption is challenging.

“AI is **hard** to use and learn”

“I’m not sure I can **trust** it.”

“I’m **too busy** for AI.”



At HubSpot, we know that AI adoption is challenging.

“AI is **hard** to use and learn”

“AI is **disconnected** from my data.”

“I’m not sure I can **trust** it.”

“I don’t want to be a **prompt engineer.**”

“I’m **too busy** for AI.”

“AI is moving **too fast** for me.”



AI needs to be



AI needs to be ***FAST***


AI needs to be **unified**

The word "unified" is written in a bold, black, sans-serif font. It is centered horizontally and partially enclosed by two thick, black, curved arrows. The top arrow starts above the 'u' and ends with an arrowhead pointing towards the 'd'. The bottom arrow starts below the 'd' and ends with an arrowhead pointing towards the 'u', creating a circular path around the word.

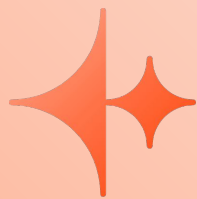


**Copilot
Agents
Features
Intelligence**



Your AI 
companion

The text "Your AI" is in black, and "companion" is in a gradient of orange to pink. The icon is a stylized human figure in pink with three small orange stars above its head.



BreezeTM Copilot

Available in beta



Amp up 
your growth

A bar chart icon consisting of four vertical bars of increasing height from left to right, colored in a gradient from orange to pink.



BreezeTM
Agents

- ✦ Breeze Social Media Agent
- ✦ Breeze Content Agent
- ✦ Breeze Prospecting Agent
- ✦ Breeze Customer Agent



BreezeTM
Agents

Available in beta



Meet

✦ **Breeze Copilot**

20 MIN · Lucy Solaski



Meet

✦ **Breeze Agents**

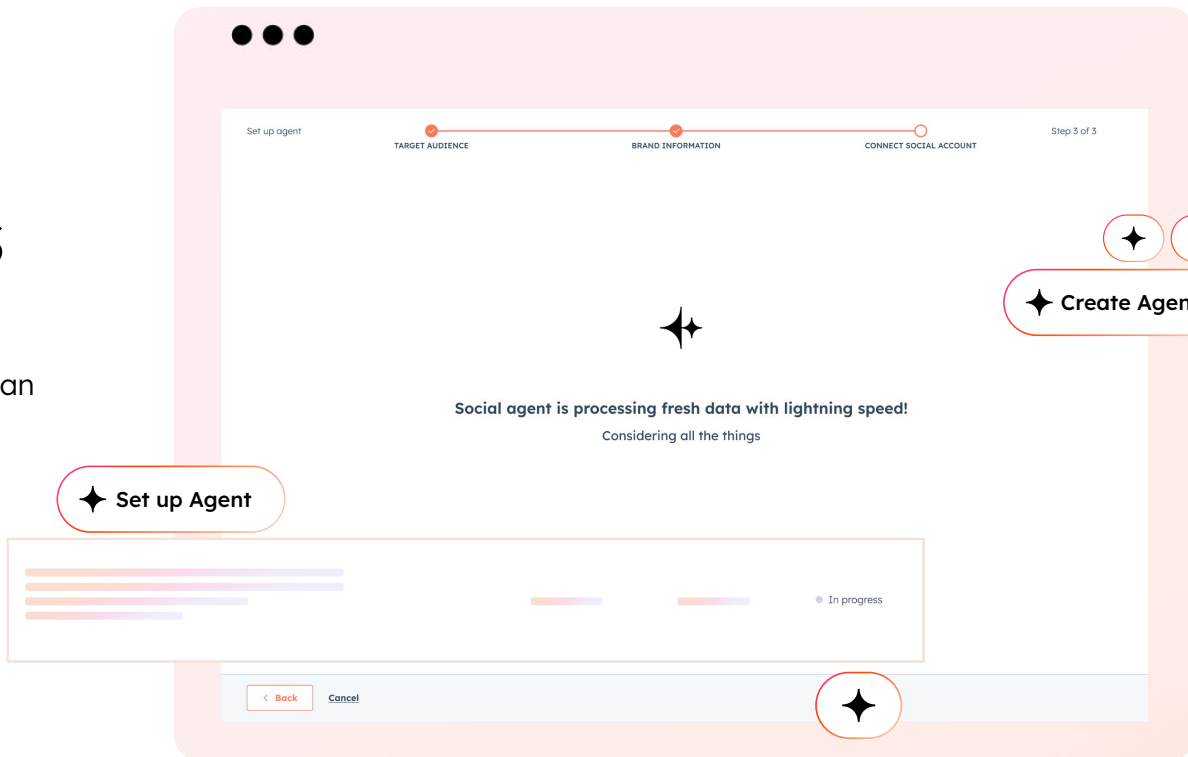
7 MIN · Crystal King



Breeze Agents

Breeze Agents are designed to automate manual tasks and **work for you**, so you can focus on more strategic work.

- Breeze Social Media Agent
- Breeze Content Agent
- Breeze Prospecting Agent
- Breeze Customer Agent



Breeze Social Media Agent

Generates quality social posts

Generates posts tailored to your business, audience, and brand, speeding up your content process.

Drive engagement, consistently

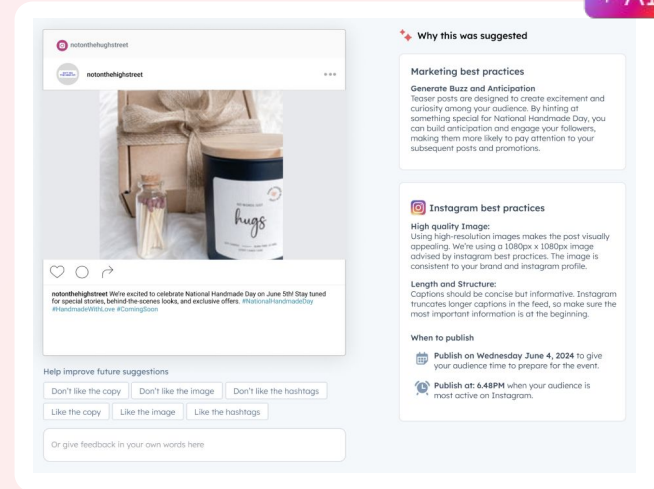
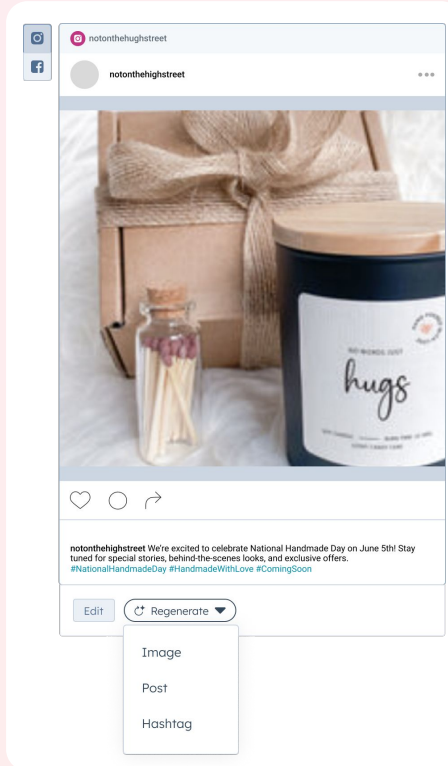
Creates regular social media posts that engage your audience and keep your brand message strong. It'll even determine the best time to post.

Leverages data-driven insights

Uses past performance, business details, and industry best practices to make your social media content more effective.



Generate social



Generates engaging social posts for you - all you have to do is review and approve.



Breeze Prospecting Agent

Focus on your ideal prospects

Assign companies and contacts in your CRM that match your ideal customer profile and target persona.

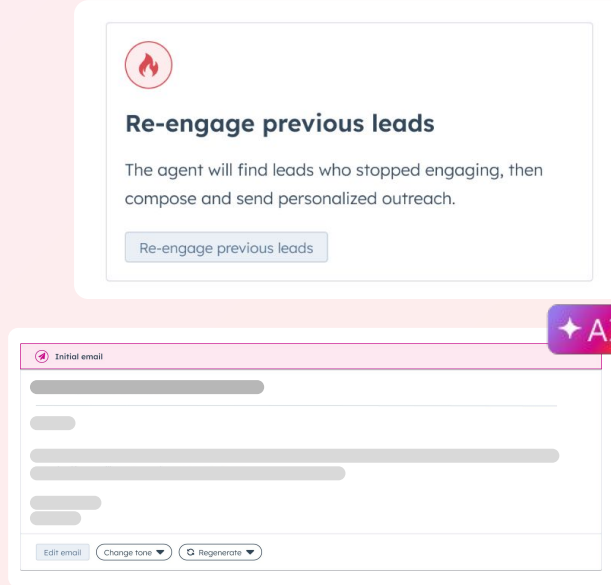
Develop personalized outreach strategies

Researches each target company and contact to develop a deep understanding of their business and needs.

Fully automate outreach

Looks for signals of intent and activity, crafts personalized emails using its research and context from your CRM, and reaches out at the right time.

✦ Engage leads



The screenshot displays two main components of the Breeze Prospecting Agent interface. At the top, a card titled "Re-engage previous leads" features a flame icon and a description: "The agent will find leads who stopped engaging, then compose and send personalized outreach." Below this is a button labeled "Re-engage previous leads". Below the card is an "Initial email" editor window. The editor shows a pink header with a checkmark icon and the text "Initial email". The body of the editor contains several horizontal grey bars representing text lines. At the bottom of the editor, there are three buttons: "Edit email", "Change tone" (with a dropdown arrow), and "Regenerate" (with a refresh icon and a dropdown arrow). A purple "AI" badge with a star icon is positioned to the right of the editor window.



Engages your leads **for you** by researching and personalizing comms, and automating the outreach process - either review and approve before it begins, or let it run on its own.

Breeze Customer Agent

Instant Setup

Train in minutes using your knowledge base, website, and blog content.

Natural, trustworthy customer service

- Experience conversations that feel natural and personal.
- Customize to match your brand.
- Only uses your approved content, eliminating made-up information.
- Cites sources, boosting customer confidence.

Seamless handoffs

- Handles routine queries, routing complex issues to your team.
- Stay in control while maximizing efficiency.

Data-driven insights

Track resolution rates, human handoffs, and customer sentiment.



Train your agent using your approved content to then instantly resolve customer questions for you.

Scale support

Conversations Deflected

Number of conversations deflected by the agent over time, showing how effectively it reduces the workload on human agents.



Provide the content Luma needs to be successful

To provide accurate and relevant information, your agent needs access to data sources. **You need at least one source, you can add more later.**

Add existing HubSpot content

Knowledge base x Website x

Public URL

https://website.com/support



Breeze™ Intelligence

Get the latest context on your contacts and companies right at your fingertips with a robust dataset of **over 200 million** buyer and company profiles.

Identify your target market



Gauge intent of your website visitors

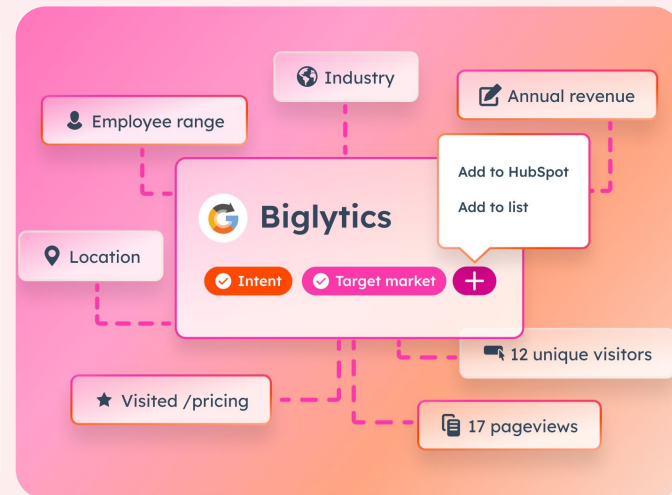
Enrich contact and company data



All within HubSpot

"We've used other data enrichment and intent providers and were paying a fortune for data that was hard to get and contained many blind spots. The tools were slow and didn't have a great user experience. **HubSpot's enrichment is phenomenally better.** On day one, when I jumped in, I was **running around to teams excited to show them how much better HubSpot's new feature is.**"

Ron Tinkade, Head of Marketing, Tex-em-all



"Using HubSpot's enrichment features has **greatly enhanced our ability to drive demand.** The enriched data has enabled us to target the right companies accurately, while the buyer intent feature has provided valuable insights into our Total Addressable Market. Using both features together has **elevated the effectiveness of our lead generation strategy.**"

Josh Ames, RevOps Manager, Phocus Software



Meet
BreezeTM
Intelligence

WEBINAR

**The HubSpot AI
features making
your CRM smarter**

October 16, 2024 | 11:00 AM ET

✦ Breeze

Trust and Safety

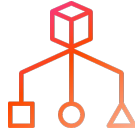
3 MIN

✦ **Breeze** is rooted in **trust, transparency, and accountability.**



Safe and trustworthy

Your data is not shared with 3rd party vendors to train their models. We're soc 2 and GDPR compliant, and protect your sensitive data through encryption and access control strategies.



Optimized for **business**

We're use the latest models in the industry, so you don't need to worry about keeping up with the latest updates.



Keeping you in **control**

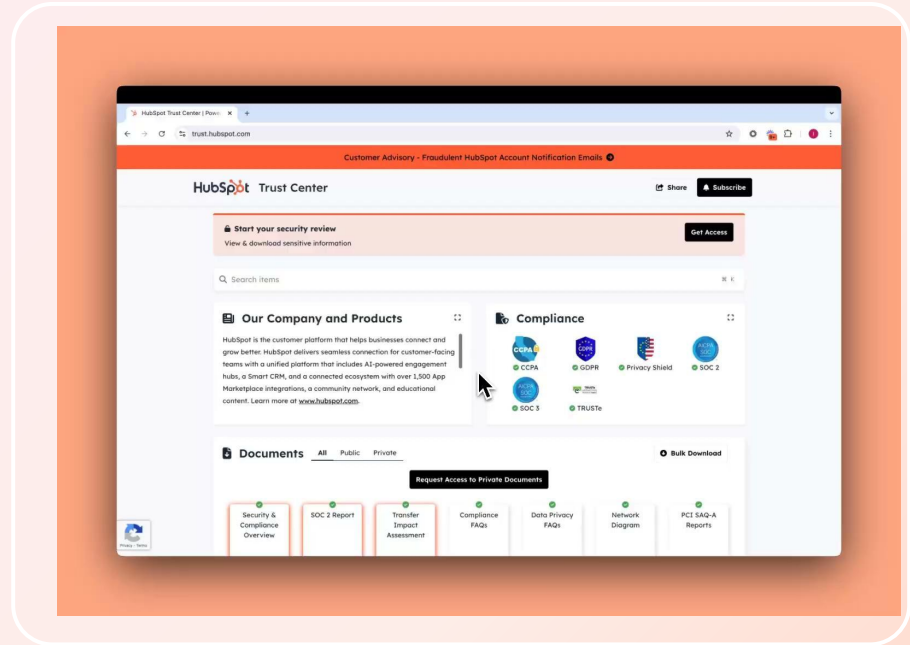
Customers have customizable settings to control their use of certain AI products, including the ability to opt in and opt out of specific functionalities and model training, with user-level permissions.

✦ Breeze is rooted in **trust, transparency, and accountability.**

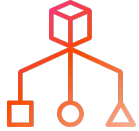


Safe and trustworthy

- 3rd party models are not trained on your data
- SOC 2 and GDPR compliant
- Data is protected with encryption and access control

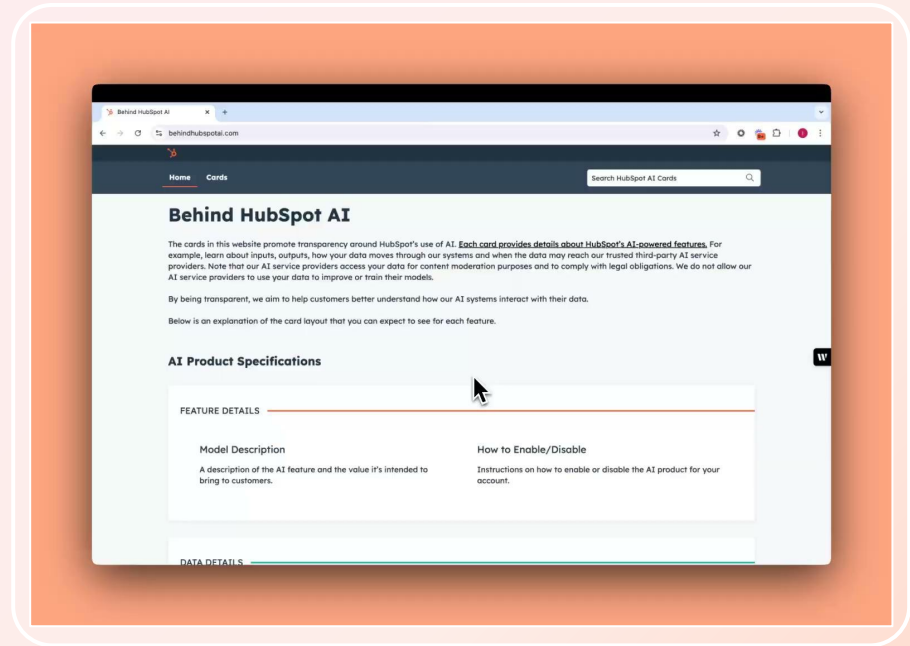


✦ Breeze is rooted in **trust, transparency, and accountability.**



Optimized for business

- Uses a variety of well vetted models
- Automatic updates to the latest, greatest, safest



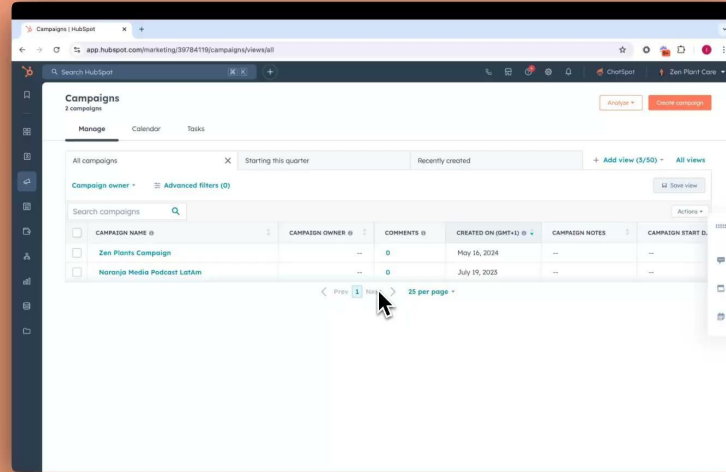
Learn about inputs, outputs, and how your data moves through our systems: **[BehindHubSpotAI.com](https://behindhubspot.com)**

✦ Breeze is rooted in **trust, transparency, and accountability.**



Keeping you in control

- Settings to control use of certain AI products
- Opt-in to specific features and opt-out of HubSpot model training
- User-level permissions



✦ Breeze Demo Request

✦ Breeze Q&A

Thank You!